

## ORDER



Orders	Order / Rev:	103688	Primary AE:	Amy McCreary
	Alt Order #:	06830031	Sales Office:	BLPHI
	Product Desc:	BERKLEY FOR SENATE	Sales Region:	National
	Estimate:	30S		
	Flight Dates:	10/16/12 - 10/22/12		
	Original Date / Rev:	06/28/12 / 10/30/12		
	Order Type:	GENERAL		
Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%
Advertiser	Name:	Berkley, Shelley for Senate -Revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	63	\$23,550.00	\$20,017.50	October 2012	63	\$23,550.00	\$20,017.50	0.00
					Totals	63	\$23,550.00	\$20,017.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$23,550.00
Market	100%	\$117,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$37,680.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$24,727.50
KTUD	0%	\$0.00
KVVU	25%	\$29,437.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,355.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/19/12	Wake Up Early w/ Wagn@M		430a-5a	-TWT---	:30	4	\$50.003	0.00	NM	0	\$0.00	
Wake Up Early Wagners															
NEWS															
	Start Date	End Date	Weekdays		Spots/Week	Rate	Rating								
Week:	10/15/12	10/21/12	-TWT---		4	\$50.00	0.00								

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KSJV

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**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	KSNV	10/16/12	10/19/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003	0.00	NM		0	\$0.00
<b>TODAY SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-TWTF--		12	\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
2	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
3	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
4	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
5	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
6	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
7	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
8	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
9	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
10	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
11	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
12	KSNV	10/15/12-10/21/12		Today Show		658a-9am				-TWThF----	:30	(\$400.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
E 9	KSNV	10/16/12	10/19/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003	0.00	NM		0	\$0.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-TWTF--		3	\$175.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/15/12-10/21/12		Noon News		12-1230pm				-TWThF----	:30	(\$175.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
3	KSNV	10/15/12-10/21/12		Noon News		12-1230pm				-TWThF----	:30	(\$175.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
4	KSNV	10/15/12-10/21/12		Noon News		12-1230pm				-TWThF----	:30	(\$175.00)	0.00	NM	
				Credited											
				[CREDIT - \$\$ RESPENT ON 10/23 BUY]											
E 10	KSNV	10/22/12	10/22/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	M-----		1	\$175.00		0.00						

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 42	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$350.003	0.00	NM	0	\$0.00	
<b>SUN TODAY</b>															
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12	10/21/12	-----S		2	\$350.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>										
1	KSNV	10/15/12-10/21/12	Sunday Today		7a-8am										
<i>Credited</i>															
[CREDIT - \$\$ RESPENT ON 10/23 BUY]															
2	KSNV	10/15/12-10/21/12	Sunday Today		7a-8am										
<i>Credited</i>															
[CREDIT - \$\$ RESPENT ON 10/23 BUY]															
E 43	KSNV	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM	1	\$550.00	
<b>SNL</b>															
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/15/12	10/21/12	-----S-		1	\$550.00	0.00									
N 44	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		M-----	:30	2	\$700.001	0.00	NM	2	\$1,400.00	
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12	10/28/12	M-----		2	\$700.00	0.00									
N 45	KSNV	10/22/12	10/22/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	2	\$1,300.001	0.00	NM	0	\$0.00	
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12	10/28/12	M-----		2	\$1,300.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>										
1	KSNV	10/22/12-10/28/12	M-F Jeop/Wheel		630-730pm										
<i>Unresolved</i>															
[pgm chg = jeop or wheel in Prime]															
2	KSNV	10/22/12-10/28/12	M-F Jeop/Wheel		630-730pm										
<i>Unresolved</i>															
[pgm chg = jeop or wheel in Prime]															
N 46	KSNV	10/22/12	10/22/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.001	0.00	NM	1	\$425.00	
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12	10/28/12	M-----		1	\$425.00	0.00									
N 47	KSNV	10/22/12	10/22/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.001	0.00	NM	1	\$325.00	
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12	10/28/12	M-----		1	\$325.00	0.00									
N 48	KSNV	10/22/12	10/22/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	M-----	:30	2	\$250.001	0.00	NM	2	\$500.00	
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12	10/28/12	M-----		2	\$250.00	0.00									
N 49	KSNV	10/22/12	10/22/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.001	0.00	NM	1	\$450.00	
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12	10/28/12	M-----		1	\$450.00	0.00									
N 50	KSNV	10/22/12	10/22/12	M-F Today Show III 4th 13M Today 4th Hour	CM	10am-11am	M-----	:30	1	\$325.001	0.00	NM	1	\$325.00	
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12	10/28/12	M-----		1	\$325.00	0.00									

Totals

63

\$23,550.00